

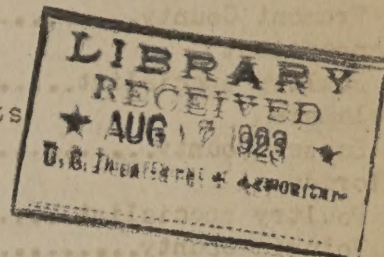
## COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

U. S. Department of Agriculture  
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Cooperative Extension Work,  
Washington, D. C.

## EGG MARKETING

Excerpts from 1922 Annual Reports  
of State and County  
Extension Agents.



This circular is one of a series issued by the Office of Cooperative Extension Work as a part of its informational service to State and county extension workers. The information in this circular was requested by W. F. Coddington, County Agent, Monona County, Iowa.

Brief No. 1

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of State and County Extension Agents.

	Page		Page
Arizona		Minnesota	
Pinal County.....	2	Dakota County.....	7
Arkansas		Mississippi	
Poinsett County.....	2	Choctaw County.....	7
Colorado		Nebraska	
Fremont County.....	3	Fillmore County.....	7
Connecticut		New Jersey	
Poultry specialist.....	4	Passaic County.....	8
Delaware		Somerset County.....	8
Sussex County.....	4	Ohio	
Florida		County agent leader.....	8
Poultry specialist.....	4	Pickaway County.....	9
Volusia County.....	5	Shelby County.....	9
Georgia		Texas	
Home demonstration leader.....	5	Bosque County.....	10
District agent, Atlanta.....	6	Gillespie County.....	10
Kentucky		Kerr County.....	10
Nelson County.....	6	Poultry specialist.....	9
Washington County.....	7		

### Arizona

In the matter of selling eggs, the solution, in so far as it may be termed, has been found in the practice of having all necessary labor done on a piece work basis. In this way the cost of operation was kept down to a reasonable figure, amounting approximately to four cents per dozen. An extra cent per dozen has been placed in a sinking fund, and the association is building up a fairly good reserve. The bookkeeping is done by an expert bookkeeper, who has no other connection with the association. To insure confidence and to provide accuracy a local bank has been secured to act as treasurer of the association. While the association's price of eggs has not at all times been equal to the local price, this is entirely due to the fact that the association removes the surplus of eggs from the local market and thus a demoralizing surplus of eggs at no time occurs. The real value of the work consists in the fact that a ready market has at all times been provided, which condition is the reverse of that existing prior to the formation of the association. It can also be said in favor of the association that as a result of the fact that the association was selling the eggs, its members became better acquainted with market demands, in the way of quality. The result is that there has been a real improvement in the quality of eggs submitted for selling. - Edwin S. Turville, County Agent, Pinal County.

### Arkansas

Probably the most outstanding piece of home demonstration work done in Poinsett County in 1922 was the poultry work. An egg circle was organized with 120 members. This circle marketed all of the surplus eggs of the members at from 10 cents to 17 cents per dozen above the price they would have received. \*No attempt is made to cite all references to egg marketing in this circular. Only selected extracts showing typical methods employed and results secured in a large number of States are included.



for them had they not sold through the organization. - Vivian Hawkins, Home Demonstration Agent, Poinsett County.

### Colorado

The first of June an agreement was entered into with a firm in Colorado Springs whereby the association agreed to furnish all the eggs it could each week at a price equivalent to the price of country club eggs in Denver. A total of 208 cases have been shipped since the first, the value of the business done amounting to \$2210. This piece of work has resulted in the members getting a total of \$208 more for their eggs than they would have received from the local market. The greatest benefit from this piece of work is the effect it has had on our local market. When the association began shipping the price of eggs in Canon City was 17 cents per dozen. The first week we shipped 14 cases of eggs and they were all taken of the local market and the local price immediately jumped to 30 cents per dozen. As a result of the activity of our association in finding an outside market for our eggs all the people have been benefited. It is impossible to estimate the value of this work in dollars, to the poultrymen in Fremont County and the Canon City District. This work insures all poultrymen in Fremont County a steady market for their eggs at absolutely top prices at all times. - A. J. Taylor, County Agent, Fremont County.

### Connecticut

The Early Riser Poultry Club of Durham recently adopted a unique method of interesting Middletown consumers in the purchase of Durham eggs at a recent luncheon of the Middletown City Club. The City Club of Middletown corresponds in many ways to the Rotary Clubs, Lions Clubs, and Kiwanis Clubs found in some of the other cities in that it is composed of some 100 or more of the leading business and professional men interested primarily in civic improvements.

Being one of the four demonstration teams that officially represented Connecticut at the Eastern States Exposition, the early Riser Poultry Club of Durham was requested by the City Club to put on its demonstration at a club luncheon. The Durham boys of course accepted the invitation with pleasure and appeared ready for action as requested. The subject of their demonstration was the "Selection and Marketing of Connecticut New-laid Fancy Eggs".

As a matter of information it may be well to state that the Durham boys had previously tried at different intervals to introduce their eggs on the Middletown market but had not met with any degree of success, in that they had been unable to reach the type of people who would appreciate a product of this quality and be willing to pay a suitable price. Now it occurred to the boys that here was a group of 100 consumers that they could well afford to interest in their eggs of superior quality. It now remained for them to sell the idea of using Connecticut New-laid Fancy Eggs to this body of men in order to assure themselves an outlet for their product.

And so they tackled their job with a will. The demonstration which they had previously given at Springfield was somewhat revamped to meet this special occasion. It was also agreed by the club to give away free of charge, following the regular demonstration, 10 dozens of eggs to those present. Tickets or rather advertizing material bearing numbers ranging from 1 to 100 were distributed among the members present, and each of the persons holding the 10 lucky numbers received a dozen Connecticut New-laid Fancy Eggs, the only restriction being that the recipient must be a married man.



At the close of the demonstration and country-store stunt the captain of the demonstration team announced that the club would be glad to talk business with any first class local grocer interested in retailing Durham eggs in Middletown or that the club would be in a position to furnish direct to the consumer eggs of this same superior quality. Within five minutes from the close of the demonstration the boys had been guaranteed a steady year-round market at the top market price for every egg which their 1,000 hens could produce.

From an extension worker's viewpoint the affair was success for three reasons, first, it established an excellent nearby market for the boys' eggs; second, it demonstrated to those business men present that boys' and girls' club work is not a child's play but a man-sized job, and that it acquaints the boy with modern farm methods even to the extent of properly marketing his products; and third, it proved to the boys that a demonstration can be put to some real practical use and not simply for the purpose of entertainment as it is sometimes supposed. - Roy E. Jones, Poultry Specialist, Agricultural College, Storrs.

### Delaware

One of the handicaps to the poultry industry is the method of selling their eggs on the New York and Boston markets. Every individual poultryman shipped eggs independently of his neighbors, so there is no standard nor grade for Delaware eggs. The community of Milford held several meetings and aroused quite a little interest in forming an egg marketing association. The county agent attended as many of these meetings as possible and secured information from the New Jersey State Agricultural Commission, the State Farm Bureau Federation and the Bureau of Markets as to the reliability of the State Egg Marketing Association at Trenton. This information was given to the organization leaders at Milford and caused a little dissatisfaction among some of the members. However, the Milford Association has affiliated with the New Jersey Association, and, recently signed a contract with the New Jersey people. According to the New Jersey contract, the Delaware Association is forced to ship their eggs, regardless of price, for 60 days, and after giving 60 days notice they can cancel shipment. The New Jersey association is in a position to do some splendid work, but, according to the best information it does not seem that the contract they have signed with the Milford association is at all a fair one. - M. C. Vaughn, County Agent, Sussex County.

### Florida

Cooperative marketing of poultry products was carried on in Columbia, Escambia, Hernando, Hillsboro, Madison, Palm Beach, Putnam, and Volusia.

The Boyton Egg Circle, Palm Beach County, was organized December, 1921, with 6 members and increased in the spring to 10 members. Now members of the circle say "We have a corner on eggs in our neighborhood". From the date of organization to November 1, 1922, 1482½ dozen eggs have been sold for \$644.86 and from July 1st to November 1, 128 pounds of poultry have been sold for \$49.48.

From Miss Sipprell's report we quote "The Florahome Community Egg Circle is still doing a good piece of work and is getting on an even stronger basis. They have held the same market for five years, having no difficulty with finances or shipping; and the buyer says that during that time eggs have been 100 per cent good. This is due to the proper grading, the regular gathering of eggs from nest, and careful packing and prompt shipment of eggs. Several of the egg circle members have taken especial care with their breeding pens, and are now prepared to furnish pure bred setting of eggs, also day old chick". - Minnie Floyd, Poultry Specialist, College of Agriculture, Gainesville.



The two chief projects developed in poultry this year were organization and marketing. Nothing in the way of organized poultry effort has ever been started in the county and the marketing conditions were deplorable. Eggs were being shipped into the county in large shipments and the local people were forced to take a low price, and "in trade" at that. Many people said they would be interested in raising poultry if they could dispose of their products. Two poultry associations were formed to take care of the two sides of the county, but it was soon evident that a third was necessary. Later two community organizations were formed with poultry as their leading projects. Since marketing was their greatest problem we studied markets. Two cooperative markets were formed that have sold eggs worth \$7,272.47 since the first of April. "High quality" has been the slogan since the beginning. The members have felt that if they produced the quality and guaranteed it, the price and demand would take care of themselves -- and they have. The demand was four times as great as the supply. To insure this quality each member must stamp his eggs with the label of the association and his own individual number. To secure the privilege of this label he must sign a marketing pledge which has definite specifications as to cleanliness and infertility of eggs, clean nest, frequent marketing, care of eggs to be marketed, cleanliness in feeding and surroundings of flock, and finally agreeing to submit to inspection of flocks, yards, and equipment at any time. Customers are asked to report any unsatisfactory eggs that the member whose number is stamped on the shell may replace them. There has been practically no trouble. A committee is in charge of each market, receiving eggs at stated times, and delivering them. The association at Daytona has not yet felt the need of a cooperative market.

In order to avoid competition in marketing between associations, and to unify the work of the county, the different organizations were united into a county federation. This organization meets quarterly, the associations entertaining in turn. A poultry tour to the best plants in the vicinity of the entertaining organization has been a feature of the first three meetings. This has resulted in some valuable exchanges in breeding stock, eggs, and chicks. These tours are always followed by a good supper, with the meeting of the county executive board and a social hour, and poultry program following this.

In the programs of the regular monthly meetings of the associations the marketing side of the question has been paramount. A partial survey of the county was made, enough to convince the members that about 75 per cent of the poultry consumed in the county was being shipped in. Also, that the eggs, in many cases, were of very inferior quality. The agent also reports the great demand for foundation stock made by new residents. The conclusion drawn is that their best markets for poultry and poultry products is within their own county, and their whole effort is to supply this. Reports have been received from the individual members showing that they have increased their flocks 400 per cent during the 10 months that they have been organized. This and other reports are based on actual count shown by a questionnaire sent out by the agent recently. So far the meat side of the poultry market has not been attempted by the cooperative markets; the agent, however, has done more than \$500 worth of individual sales of breeding stock, chicks, broilers, and roasters. - Orpha Cole, Home Demonstration Agent, Volusia County.

#### Georgia

Everyone was notified to attend the weekly meeting of the Fairhaven Community council and bring their eggs. The crate was ordered beforehand, and the county home demonstration agent demonstrated the cleaning, candling and packing of eggs for shipment. Eggs on the local market were selling for 15 cents



per dozen. The crate of eggs was shipped to Savannah. After paying express and commission, the eggs netted 30 cents per dozen. This money was put in the bank to the credit of the Fairhaven Community Council subject to the treasurer's signature. Every one came to the next weekly meeting, and brought their eggs. They again went through the same process of cleaning, candling and packing. After each person was given a receipt for their eggs, the receipts for the first shipment were presented to the secretary and treasurer, who payed them with checks, since the council had decided this was the best method. A record was kept of each person's shipment each week, and at the end of the year, the books were audited. They continued shipping to commission men for several weeks, and then secured a fancy grocery store in Savannah as a customer. In doing this, they were able to get the same price for their eggs per dozen that the commission man paid plus the commission. They continued this method of marketing through the year.-Mary E. Creswell, State Home Demonstration Leader, University of Georgia, Athens.

Having gone into the poultry business on a rather extensive scale, the women and men of Sand Hill Community, in the northern part of the Carroll County, realized that they must have some organized method of marketing their eggs. The result was the organization of an egg circle. There are 13 members and a small fee was charged each member to defray the necessary expenses for beginning this cooperative marketing.

Mrs. W. L. Kinney is president of the circle and she has had the problem of finding a market, and has proved herself equal to the task. The eggs are collected and carried to her home where they are packed in the large egg cases and shipped. They ship three days in each week. Although the circle has been organized but six months the results have been very satisfactory. Just at present the eggs are being shipped to Cuba and South America at a price much above the local market.- Mrs. L. R. Mize, District Home Demonstration Agent, Atlanta.

### Kentucky

The association took up the cooperative marketing of eggs through three local egg circles. Sales of over \$7,000 were made during the year with an average profit of 2 cents per dozen to members. The first shipments from these communities showed a most astonishing profit, but the local dealers immediately raised their price and held it so high as to cut down the profit shown by the association, although the farmers realized well that this increase was a direct result of the activity of the association. - C. L. Hill, County Agent, Nelson County.

Last spring our poultry raisers were selling eggs at 17 cents per dozen, and rather than see the members of the Washington County Poultry Association sell their pure bred eggs at such a low price, I suggested that they put out their eggs on the return pullet plan giving 15 eggs per setting and requesting a pullet in return in the fall or \$1.00. Last year, one of the banks put up the money for the eggs as they were placed in the county on this plan, but this year, the members of the association decided to do this themselves and receive pay for their eggs after the pullet sale in the fall. Eight hundred settings were put out on the return pullet plan and 700 settings were sold at \$100 in Washington County, and 200 settings were sold in Marion County. They began putting out the eggs during the first week



in March and continued to the first of May, thereby being able to dispose of their eggs at a price during the months that eggs were selling the cheapest.

Only 92 pullets were held out on us at our sale, and as people were coming up every day to pay for the eggs they received, it is hopeful that every one will finally come up with his dollar per setting. At the sale all the chickens were sold at auction and averaged 1.29 per pullet. Considering culls and all we averaged \$1.14 and to date the collections have been sufficient to assure each member \$1.65 per setting with all expenses paid. - R. M. Heath, County Agent, Washington County.

#### Minnesota.

Egg marketing is coming to the front rapidly due to the results of the Orchard Gardens Poultry Association. This marketing association was organized in April, 1921, and during the first five months of their operation they sold 1200 dozen eggs, where in April, 1922 they sold 1,205 dozen eggs. This shows the rapid growth of the association, and no doubt by April 1923, they will tripplle their volume. The members of this organization are people who live in Orchard Gardens largely and now they are considering taking in poultry raisers at Orchard Lake and Argonne Heights. This organization has a net profit of about 10 cents per dozen over the local market.

The people around Lakeville have organized an egg marketing association which is beginning to function. The people around Hampton are very anxious to organize. As soon as the cooperative creameries in this county are interested in the egg marketing work, it will simplify the finding-a-market question.- Ida Sichler, Home Demonstration Agent, Dakota County.

#### Mississippi

We have done some work in cooperative marketing, having gotten about five organizations perfected. This year we worked exclusively on the cooperative marketing of eggs and most of the women are very much pleased with the results of their work. One circle alone has sold something like \$325.00 worth of eggs and chickens. They have an enrollment of 10 members and just tried this as a venture but they are planning to have a standard breed of chickens next year and go into the work on a larger scale. We are planning to make these organizations a cooperative marketing organization for different standard products that the women may put up. - Mrs. M. L. Berkley, Home Demonstration Agent, Choctaw County.

#### Nebraska

Information was furnished by the agent to a group of farmers in the Geneva Community, relative to the cooperative marketing of poultry and dairy products. A station was opened for the handling of these products cooperatively. Their business has amounted to \$3600. This company at Geneva and the Farmers Union Company at Ohioa have made a specialty of shipping graded eggs. Four egg grading demonstrations were given by the specialist from the college in these two communities. The Ohioa company reports about \$3.00 per case more profit on graded eggs than was received for ungraded eggs. As a result of egg grading demonstrations in the Ohioa community last spring about 40 farmers graded and shipped their eggs at an increased profit of about \$2.00 per case.- L. W. Thompson, County agent, Fillmore County.



## New Jersey

The North Haledon Leghorn Club has continued to grow right along and the quality of their product has automatically come up. We had some trouble with our seals. They stuck together and would not stick on the boxes, so the members had to give up using them. However, we have just worked out a new plan whereby the seals will be on rolls. The members seem to think that this will work out better. We have also held several meetings and have taken in new members but are waiting for the rolls of labels before we sign them up definitely.

The label has done two things, standardized the quality of North Haledon eggs and established their price for a guaranteed article. The members are well satisfied. Some members, rather than go out on the open market, slash prices and dispose of their product in the heavy spring production, candle their eggs and put them practically in cold storage in Paterson. I imagine about 100 cases were put in this year. The members found this very profitable and helped them keep their customers supplied with eggs, which were sold as cold storage eggs in the fall when eggs were scarce, when old hens had moulted and before the pullets had come in full swing. - H. E. Wettyen, County Agent, Passaic County.

The county agent has cooperated in an advisory capacity with the New Jersey Poultry Producers' Association. This association is a cooperative egg-marketing association and its organization was one of the projects of the State Federation of County Boards of Agriculture. This association has materially helped in establishing the price of eggs in the New York market where the bulk of the eggs produced in New Jersey are sold. Through the work of this association by grading, proper handling and packing, the eggs handled by this association and other nearby eggs of like quality receive the top quotation in the New York market. - H. C. Haines, County Agent, Somerset County.

## Ohio

Last year, a large number of egg grading and packing demonstrations were given with instructions as to demand at certain markets and as to how individuals might avail themselves of these markets. Practically every flock owner in the county producing a sufficient quantity of eggs took advantage of this method of marketing their eggs on eastern markets realizing 5 to 25 cents per dozen more than they had been getting for their ungraded eggs at local markets. These people shipping eggs in the above manner have now made arrangements at two points within the county to have some local business man receive the eggs as they come from the farm, grade, pack, ship, and return proceeds to owners less an agreed handling charge. These egg producers are realizing a profit of 5 to 12 cents per dozen as compared with the usual method. - O. M. Johnson, County Agent leader, Ohio State University, Columbus.

Direct shipping of eggs to eastern markets was started late in June by individual farmers sending one or two cases of graded eggs at a time. Returns from these eggs netted the producer from 5 to 25 cents more per dozen than local prices, so that through egg grading and shipping demonstrations, practically every flock owner with sufficient eggs is now selling direct.

Two egg marketing receiving stations were started during August and September in two communities, where eggs are received, packed and shipped. Up



to the present time, 80 farmers have shipped their eggs cooperatively through these stations at a profit of 5 to 12 cents per dozen. The number of patrons shipping in this is increasing weekly. Graded eggs are received and sold by the manager on whatever market seems best.- R. Wylie, County Agent, Pickaway County.

One of our townships worked out a plan for marketing their eggs cooperatively. A few of those interested drafted a constitution and rules of agreement to be signed by each one cooperating and a drivers' agreement. This has proven to be a successful project. During the months of May and June, the shipment netted the consigners only about 50 cents per case of eggs over the local market price, but from July on, the margin widened and in September they were realizing from \$4.00 to 5.00 per case over the local market. - R. W. Munger, County Agent, Shelby County.

### Texas.

Through egg circle organizations infertile egg production has been increased and the surplus supply of the male birds have been disposed of. Much interest has been manifested in the production of a more uniform product. Also, through these organizations the demonstrators have been enabled to receive a better market for the eggs. This premium has been from 5 to 17 cents per day. The variation is due mostly to the location. Near the tubercular sanitarium higher prices are paid for choice eggs produced locally.

The following letter from Mr. Earl Plimpton of Freemont, Texas, gives a report of egg circle work there: "It is impossible to send you a detailed report of the business of this circle as you requested. However, we will send on a separate sheet a report of our manager. This report is not very satisfactory. We were fortunate in the beginning to get our eggs placed in the Gunter Hotel, San Antonio. Marketing all infertile eggs to them at 10 cents a dozen above the price of Kansas City firsts. Like all other new enterprizes we have had our troubles. Some bad eggs have been shipped and we lost our contract with the Gunter for a while. We then took to candling them, which added to the cost of a dozen. The crates of eggs are shipped from here three times a week in the summer and twice in the winter. The hotel pays twice a month."

The report from the manager of the Fremont Egg Circle is as follows:

Egg shipment, September 1, 1921, to February 27, 1922.

4530 dozen	Receipts \$2,306.41	Average 52 1-6 cents
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February 27 to March 31, 1922.

1950 dozen	Average 31 1-2 cents
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April 2 to 28, 1922.

1290 dozen	Average 30 1 - 2 cents
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240 dozen culls	Average 12 1-2 cents
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Candling, packing, shipping, express	6 1-4 per dozen select
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Average price per dozen	Culls 4 2-3
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Number members of the association, 38.

Myrtle Murray, Poultry Specialist, A. & M. College, College Station.

In May of this year I called a meeting of the poultry producers at Clifton and succeeded in forming an egg circle, the members agreeing to market their infertile eggs, clean and uniform in size, gather them twice a day and market them twice a week. Only a few were willing to do this at first but when a price of five cents more per dozen was received the number of members soon grew.

We arranged with a local produce man to handle the eggs for two cents per dozen and he paid cash for the eggs when they were brought in and this proved to be very satisfactory with the members. With one circle in operation I then organized three more in three other communities. There were seventy five members



in the four circles and though most of them were late in getting started, 9,971 dozen eggs were marketed, bringing in a profit of \$690 or an average of 6.9 cents per dozen. In one community where eggs were not candled the infertile eggs brought as much as 14 cents more per dozen.

The egg circles were very popular in the communities where they were established and next year there will be very little trouble in increasing the number to a greater extent.- L. L. Johnson, County Agent, Bosque County.

I organized five egg circles during the summer in the following communities: Morris, Ranch, Pal Alto, Cherry Mountain, Willow City, and Fredericksburg. This project did not come up in my community analysis, but I called a meeting of the farmers in each of the above communities, organized the circle, elected officers and gave them a copy of the constitution and by-laws.

The five egg circles received from 5 to 17 cents more for their eggs than market price of fertile eggs at Fredericksburg. The circle that got 17 cents more for their eggs than market price of fertile eggs shipped them out of the county, while the other four circles sold to the local dealers with prices ranging from 5 to 7 cents more than the price of fertile eggs. - R. S. Miller, County Agent, Gillespie County.

From the community program of work it appeared that Comfort Community was interested in forming an egg circle for the purpose of increasing profits in the poultry business. The farm bureau local appointed an organization committee for the purpose of drawing up the constitutions and by-laws. This committee met in February with the county agent and drew up the constitution and by-laws and formulated plans for conducting the campaign. By May 3rd the circle was in full swing with 30 members, delivering infertile eggs, twice each week. At first the circle eggs were handled by the Comfort Hatchery, a method which later proved unsatisfactory. The circle eggs were then handled through a local merchant without cost. During the period between May 3 and October 14 the Comfort Egg Circle handled 193 cases or 64,480 infertile eggs. The price paid for infertile circle eggs averaged 26 cents per dozen or from 3 cents to 6 cents above the market for fresh eggs. Members of the circle have expressed themselves as being satisfied with the outcome this first year.- J. A. Oswalt, County Agent, Kerr County.

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